



**Option 4 Quarter 2  
Quarterly Technical Progress Report  
DRD NO.: 1140MA-003**

**10 October 2011**

***Schafer***

**360D Quality Circle, Suite 450  
Huntsville, AL 35806**

**Document No: 11-L-004**

The views, opinions, and findings contained in this report are those of the author(s) and should not be construed as an official U. S. Government position, policy, or decision, unless so designated by other official documentation.

## July - September 2011 Safety Stats

- No lost-time injuries
- No Recordable Injuries
- No close calls
- Completed 100% of all required safety visits
- Completed 100% of required safety briefings



## Cumulative since contract start date (4/1/2007)

- No lost-time injuries
- Two recordable injuries

**Cumulative work hours with no lost time since 4/01/2007:  
438,971.15**

# Executive Communications Support

## Key Executive Communication Supporting Center Director Robert Lightfoot

- NASA Astronaut Candidates Visit to MSFC - Welcome
- Stennis Space Center Awards Day Ceremony
- Tennessee Valley NASA Advisory Council (TVNAC)
- NASA Shared Services Center Awards
- Lockheed Martin Customer Focus Team Conference
- Hispanic Heritage Month Lunch and Learn with Speaker Ray Lugo
- NASA Deputy Administrator All Hands Meeting
- SLS Industry Day Pre-Brief to Employees
- SLS Industry Day & Small Business Alliance Meeting
- MSFC Shuttle Program Celebration
- Space Exploration Celebration – USSRC – Introduction of Administrator Bolden
- Marshall Center Director Breakfast
- MSFC College Intern Program
- SERVIR Hub Assembly Meeting
- Marshall Engineering Meeting
- MSFC Supervisors Meeting
- MSFC All Hands Meetings
- JAXA Visit – Welcome
- STS-135 Crew Visit



# Executive Communications Support

## Key Executive Communications, Supporting Deputy Director Gene Goldman, and Associate Directors Robin Henderson and Dale Thomas, and Other Executives

### *Deputy Center Director, Gene Goldman*

- Diversity and Inclusion Communications Panel
- NewSpace2011 Conference NASA Leadership Panel
- NASA Astronaut Candidates Visit to MSFC – Center Overview
- Space Flight Awareness – Silver Snoopy
- Congressional Staff Visit - Anna Campbell, Sr. Advisor to Rep. Mo Brooks – Center Overview
- Congressional Staffers Visiting SMDC Conference - Center Overview
- Aerospace Alliance Summit - Welcome

### *Associate Center Director – Technical, Dale Thomas*

- MSFC Awards Day Ceremony – Center Awards
- Huntsville Madison County Chamber of Commerce Annual Outing - Ditto Landing Marina
- NIRPS Road Show Proposal



### *Associate Center Director - Management, Robin Henderson*

- Connecting with Women Road Show to EO
- Connecting with Women Road Show to ET
- Connecting with Women Road Show to QD
- Two (2) Connecting with Women Road Show to EM
- Connecting with Women Road Shows to JP
- Connecting with Women Road Show to VP
- MSFC Awards Day Ceremony – Agency Awards
- Diversity and Inclusion Communication Panel
- STS-134 Crew Visit - Welcome
- MSFC Supervisor Refresher Course

### *Other Execs*


- STS-135 Crew Visit - Welcome – Steve Cash
- End of Shuttle Program Message to OSAC – Bobby Watkins
- Alabama Space Coalition Presentation/Remarks- Bobby Watkins





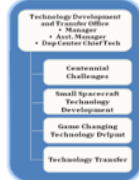
# Strategic Communications Successes

## OSAC Communicator's Exchange

Aug 4, 2011

Agenda	Presenters
<b>National Institute of Rocket Propulsion Systems</b>  <p>The National Institute for Rocket Propulsion Systems, or NIRPS, is being created to provide stewardship of our nation's propulsion capabilities. Understand Marshall's important role in standing up this important organization.</p>	<b>2:00</b> <b>Wes Brown</b> <i>Lead Program Analyst, CS10</i>
<b>Center Director's Breakfast Review</b>  <p>Hear and see highlights from the Center Director's Breakfast last Tuesday, which includes a year in review, the NIRPS initiative, SLS and more.</p>	<b>2:25</b> <b>Martin Burkey / Ann Yelle</b> <i>OSAC CS30</i>
<b>Space Shuttle Rocketed the World: Come Celebrate the Ride.</b>  <p>A celebration to say thank you for supporting the Space Shuttle over the last 30 years. The celebration is open to all employees, contractors, retirees and the community.</p> <p><b>When:</b> Saturday, August 20<sup>th</sup> from 6:00 pm – 10:00 pm  <b>Where:</b> U.S. Space and Rocket Center</p>	<b>2:45</b> <b>Shuttle Celebration</b> <i>OSAC CS30</i>

Sept 1, 2011

Agenda: Moving Marshall Forward	Presenters
<b>OSAC Center Strategic Development (CSD)</b>  <p>The OSAC CS10 office has the new Center Strategic Development function. CSD will build the strategies and options to ensure new work opportunities align with Center capabilities.</p>	<b>2:00</b> <b>Dennis Boccippio</b> <i>OSAC Manager, CS10</i>
<b>Flight Programs &amp; Partnerships Office (FPPO)</b>  <p>Presenting one of Marshall's four newly organized program offices, OSAC welcomes FPPO director, Teresa Vanhooser. Teresa will discuss the organization's structure, and FPPO's role in building relationships and generating new opportunities for the Center.</p>	<b>2:20</b> <b>Teresa Vanhooser</b> <i>FPPO Director</i>
<b>Technology Development and Transfer Office</b>  <p>The TDTO is one of the three organizations presenting today that has a significant role in generating new opportunities for the center. Dan Dorney will discuss how the new TDTO will help to grow center technologies and capabilities.</p>	<b>2:40</b> <b>Dan Dorney</b> <i>Manager, ZP30</i>

# Strategic Communications Successes

## • Business Development Proposal Communication Plans

- A communications plan is developed for strategic center business opportunities. In the event that a proposal is selected, all parties involved have previously reviewed and approved the communication activities. The communication plans provide a high level overview of the proposal, key messages, partner activities, and value to center. Eleven communication plans developed to support the following opportunities:
  - National Solar Observatory
  - NASA's Technology Demonstration Missions (TDM) Program Proposals: 1) PROPEL, 2) FlexCraft, and 3) DoFF
  - Sounding Rocket's Payload Proposals: 1) SUMI, 2) CLASP, 3) MaGIXS
  - Explorer Program Supporting Partner Proposals: 1) JEM-EUSO, 2) CSI, 3) CAELUM, 4) WHIMEX

### Marshall Space Flight Center National Solar Observatory Award Communication Plan August 18, 2011

**1. Communication Process for NSO Award Announcement**

This communications plan is in anticipation of the upcoming announcement on the UAHuntsville the Headquarters Directorate site of the National Solar Observatory program (NSO). In the event the UAHuntsville bid is selected, UAHuntsville will issue a primary press release announcing the award. UAHuntsville will be used in the initial press release, as well as a statement. RTQs will be prepared and a Marshall spokesperson, Jonathan Cirtain will participate in a Marshall briefing. Robert Lightfoot will send a message to employees.

**2. Communication Activities for NSO Award Announcement**

Product/Activity	Description	Due Date	Resp. O
Announcement Activities	Comm plan contains messages and tactical communication activities	Approximately 1 month to 1 week prior to award announcement (award announcements may shift)	OSAC CSI
Proposal communication plan w/approvals			VP to contact Dennis Boccia
Award notification	OSAC receives notification of award from VP	Potential award notification: Aug to Sept. 2011	

### Marshall Space Flight Center ROSES LCAS Program Sounding Rocket's Payload Proposals August 2011

Marshall has submitted three Sounding Rockets Payload proposals for Low (LCAS) under the NASA's Research Opportunities in Space and Earth Science. This communications brief is for awareness and repurposing for communication one or more the three proposals are selected.

**Sounding Rocket:** Providing low cost access to space, a sounding rocket, often research rocket, carries instruments that are designed to take measurements experiments during its sub-orbital flight.

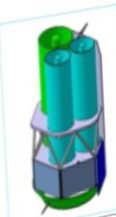
**SUMI**  
FY12: \$190k plus 0.6 CS FTE

The first Solar Ultraviolet Magnetograph Investigation (SUMI), an experiment launched in July 2010 from White Sands Missile Range. Developed by scientists

### 2- Circumgalactic Assay of Emission Line Ultraviolet Morphology (CAELUM)

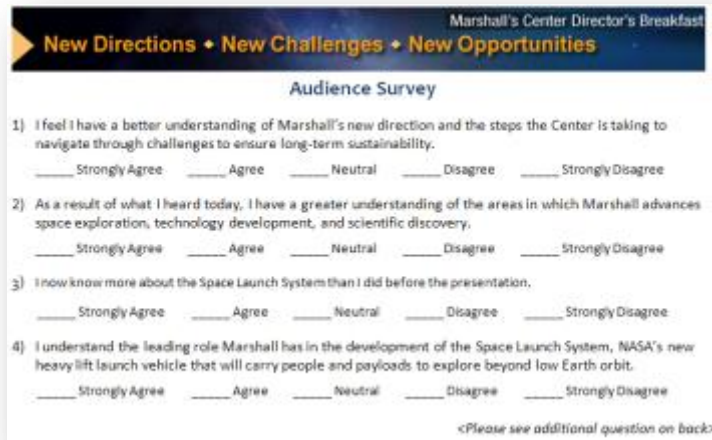
Program	Explorer 2011
Proposal	Explorer Class Mission
Proposal Title	Circumgalactic Assay of Emission Line Ultraviolet Morphology (CAELUM)
Principal Investigator	Boston University - P. I. Supriya Chakrabarti
Project Manager	MSFC - Larry Hill/VP23
Project Systems Engineer	MSFC - Jerry Owens/ES11
Project S&MA	MSFC: David Swarna/QD22
Value to Marshall	Capture value: \$11 mil over 5 years

The Circumgalactic Absorption/Emission Line Ultraviolet Morphology mission (CAELUM)—Caelum is also a Latin word meaning a "sculptor's chisel"—will study the processes that sculpt galaxies. These processes involve the ecosystems of nearby galaxies and the cycle of matter, energy, and heavy elements that control their formation and evolution. CAELUM will use a three-telescope spacecraft to obtain high-resolution ultraviolet (UV) spectroscopy of extragalactic sources in at least three UV bands: ionized oxygen, carbon, and neutral hydrogen. These gases emit energy in the UV band when they collide, combine, or become ionized. By obtaining measurements of these spectral lines, the investigators expect to measure how material and energy circulate inside and outside galaxies, leading to a better understanding of how galaxies and the universe were formed.

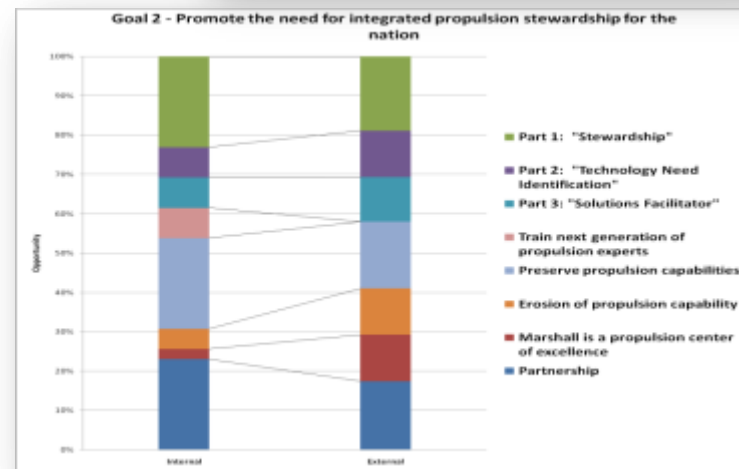
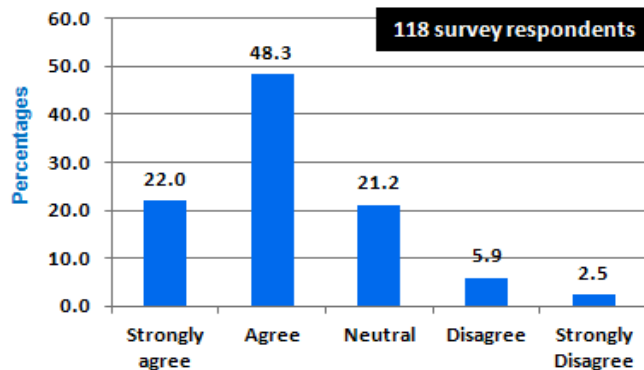


# Strategic Communications Successes

- 2011 Center Director's Breakfast Communications Measurement Overview



Q1: As a result of the Center Director's Breakfast, I have a better understanding of Marshall's new direction and the steps the Center is taking to navigate through challenges to ensure long-term sustainability.





# Strategic Communications Successes

## ***SERVIR Program Communication Support***

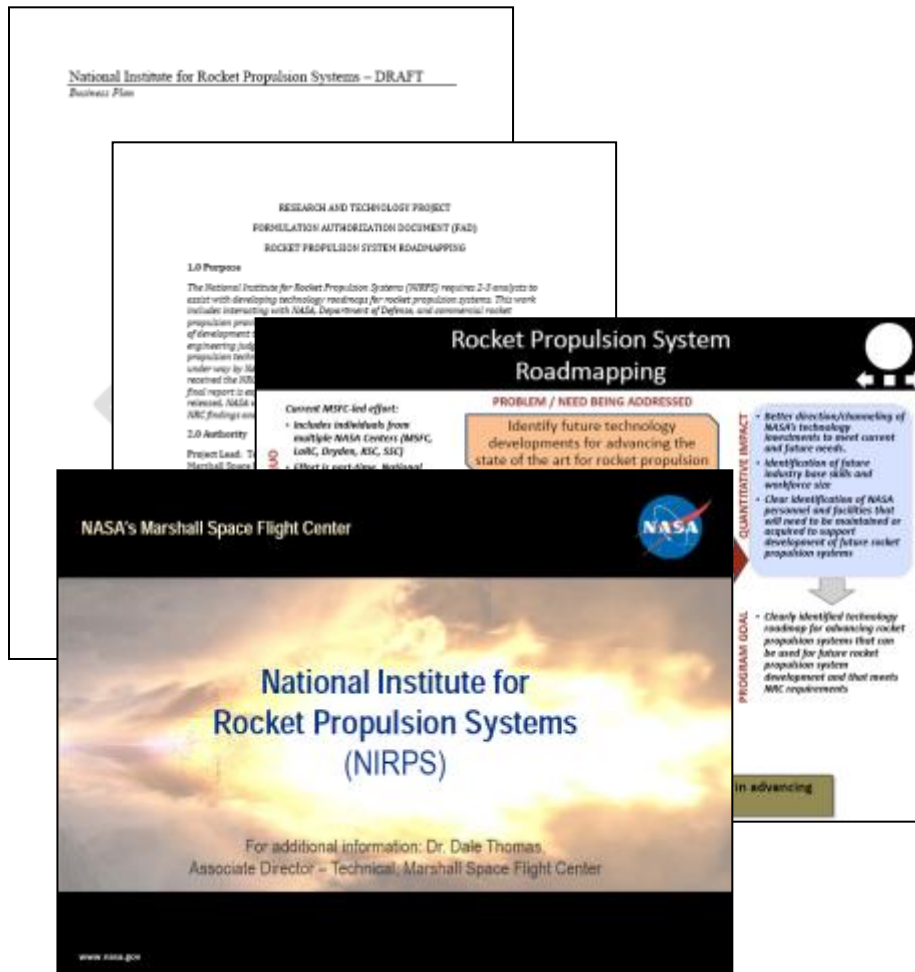


- Rewrote “About” pages for website
- Developed template for Success Stories page for website
- Wrote Success Stories on multiple topics, including:
  - International cooperation
  - Intra- (U.S.) government cooperation
  - Earth observation instruments
  - SERVIR Geospatial One-Stop
  - Flood monitoring in Africa
  - Red tide monitoring in El Salvador
- Provided minutes for meeting of all SERVIR hubs
- Ongoing work:
  - Communication plan development
  - Brochure development
  - Other program planning documents



# Strategic Communications Successes

## ***National Institute for Rocket Propulsion Systems (NIRPS) Communication Support***



- Drafted Business Plan (under review)
- Wrote NIRPS presentation for Charles Bolden and Dale Thomas to give to Secretary of the Air Force
- Wrote NIRPS Formulation Authorization Document (FAD) and accompanying PPT slide
- Wrote notes from Scott Pace consulting discussion
- Wrote NASA/USAF/NRO Memorandum of Understanding
- Wrote abstract/summary for NIRPS panel to be presented at JANNAF conference (December 2011)
- Wrote NIRPS-related *Space News* op-ed for Dale Thomas

# Employee Communications

## ■ Special Marshall Star Shuttle Edition

- Space Shuttle Program: Spanning 30 years of discovery
- "It Takes a Team" Center Director's Corner
- Interview articles with former astronauts Dr. Jan Davis and Dr. Fred Leslie
- Shuttle improvements
- Mission milestones
- Shuttle organization at Marshall throughout the years



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Marshall Star, August 3, 2011 Edition

# MARSHALL STAR

In This Week's Star [icon] (Click to Expand)

- » Lightfoot: 'It's Our Job to Continue the Journey'
- » Space Shuttle Program: Spanning 30 Years of Discovery
- » Director's Corner: It Takes a Team
- » Shuttle Organization at Marshall Dates Back to 1969
- » Dr. Jan Davis: Marshall's First Astronaut
- » Shuttle Saw Many Improvements Over the Years
- » A Conversation with Marshall's Dr. Fred Leslie, STS-73 Payload Specialist
- » Milestone Missions
- » Did You Know?
- » What Has the Space Shuttle Program Meant to You?
- » Marshall Team Member Deborah Allen Wins Autographed STS-135 Shuttle
- » Shuttle Office Holds Final Awards Day Event
- » Obituary: Einar Tandberg-Hanssen

**Lightfoot: 'It's Our Job to Continue the Journey'**  
By Rick Smith

On Aug. 1, a day before addressing Huntsville-area business partners and elected officials at his annual community breakfast, Marshall Space Flight Center Director Robert Lightfoot held a work force all-hands to update the Marshall team on what's ahead for the center and to encourage them "to continue the journey."

*Image right: Marshall Center Director Robert Lightfoot addresses the workforce during an all hands meeting Aug. 1. (NASAMSFC)*

Lightfoot briefly talked about the debt-ceiling debate in Washington and said that Marshall Center is continuing its work as normal. He also said the shuttle program is ending, Constellation is formally canceled and that "it will be a smaller set of folks needed to do the Space Launch System (SLS) than to do shuttle and Constellation."

The good news, he said, is Marshall will undergo its official reorganization Oct. 1, as approved by NASA Headquarters -- so



## Shuttle-Ares Transition Office Support

- Contractor provides media/employee communications services to the Shuttle-Ares Transition Office, established as a result of the Marshall Center reorganization in September 2011.

**Space Shuttle Transition and Retirement Home**

Transition is the process of phasing out of one program while developing another. The human space flight program at NASA has gone through this process several times over the past 50 years. The Space Shuttle Program Manager has realigned the transition and retirement efforts with the rest of the program to continue to ensure that the increasingly complex transition and retirement decisions are still enabling the SSP to:

- Fly Safely
- Meet the Manifest
- Support NASA's Exploration Mission

The Space Shuttle Program has chartered teams within the Business Management Office (BMO) and the Management Integration and Planning Office (MIPO) to support and implement the Level II transition effort.

The Manager, BMO serves as the SSP Transition Manager and represents the SSP at the agency-level TCB and is also the prime interface for SSP transition reporting and decision requests. The BMO will coordinate the horizontal or "crosscutting" transition functions and integrate SSP T&R operations, management, and reporting. The BMO is directly responsible for human capital management, real and personal property disposition, contract closeout issues, and environmental remediation. In addition to executing transition resource reviews, transition technical and programmatic risk reviews, external audits, and "up-and-out" reporting, the BMO is responsible for maintaining the assets/suppliers disposition planning and implementation data contained in the SCAD9 and the Transition Master Schedule (TMS). The TMS identifies the components of the SSP that need to be transitioned or retired and the approximate schedule for doing so.

The MIPO has primary responsibility for the SSP transition and retirement activities that are related to records management, configuration management, IT and software disposition, communications, historical preservation, report control, and waivers. The MIPO also coordinates the administration of the partnership with C&P and provides strategic planning to facilitate a smooth transition of SSP assets and critical skills.

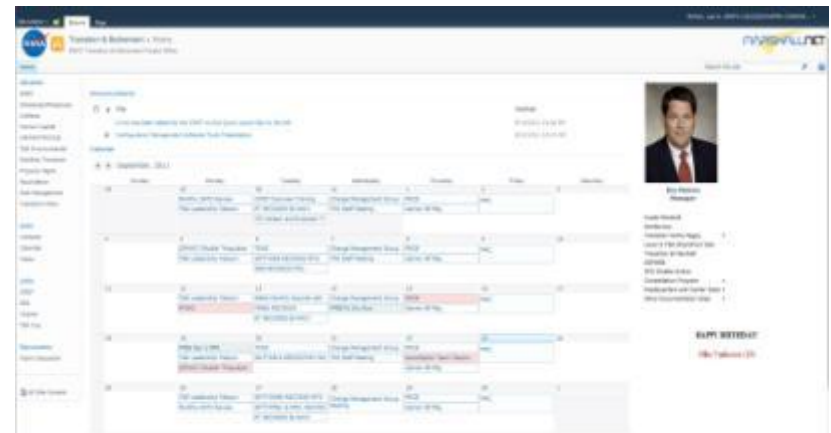
\* Transition is the process of evolving from current operations to future operations \*

Human Space Flight Launch Vehicles

Please send any questions regarding SSP Transition & Retirement activities to [Barbara.L.Severance@nasa.gov](mailto:Barbara.L.Severance@nasa.gov)

DISCLAIMER: Do not release any presentations or information from this website to the general public without the permission of the Space Shuttle Program

Data Owner: [Barbara Severance](#)



### Contractor-provided products:

- Marshall Star stories
- Hometown news releases for manager and deputies
- Management bios for Marshall Center Director's Corner
- Fact sheet on Shuttle-Ares Transition Office
  - Media inquiries research



# Media Relations

- **Institutional Highlights**

- **Robotic Lander Development Project** (Marshall/Redstone Arsenal ground/flight testing, July-Oct. 2011)
  - Contractor wrote, distributed Web features, hometowners, social media products, internal communications products
  - More than 30 high-profile news stories (London Daily Mail, Huffington Post, Wired Magazine); an NPR “Morning Edition” spotlight story alone may have reached 32.7+ million radio listeners
- **2011 NASA/Marshall Honor Awards** (Marshall, July 28)
  - Contractor wrote, distributed media advisory, news release, social media products
  - Event resulted in multiple news reports on Huntsville’s WAFF-TV Ch. 48 News
- **Center Director’s Breakfast** (U.S. Space & Rocket Center, Aug. 2)
  - Contractor wrote, distributed media advisory and social media products
  - Event resulted in three articles in the Huntsville Times, also appearing on [www.al.com](http://www.al.com)
- **“Celebrate the Ride” Shuttle Celebration** (U.S. Space & Rocket Center, Aug. 20)
  - Contractor wrote, distributed multiple advisories, internal and social media products
  - 4,400+ Marshall team members, retirees, families and members of the public participated; news reports by all four local TV news stations, Huntsville Times, HuntsvilleNewswire.com, HuntsvilleExaminer.com
- **Space Launch System Program Unveiling** (Marshall, Sept. 14-15)
  - Contractor team wrote, edited press materials, took notes during official events and escorted media
  - Two press events with Center Director Lightfoot – a telecon Sept. 14 from NASA HQ and a live press conference Sept. 15 at Marshall -- resulted in numerous reports from all four Huntsville-area TV news stations and the Huntsville Times. The announcement also resulted in 1,800+ Internet news stories to date (USA Today, The New York Times, BBC World News, Popular Mechanics, Space.com)
- **Ann McNair “Women Honoring Women” Award** (Von Braun Center, Sept. 15)
  - Contractor wrote, distributed feature release, hometowner, Marshall Star article, social media products
  - WAAY Ch. 31 News interviewed McNair for a feature that ran several times Sept. 14-15
- **Michoud Assembly Facility support** (New Orleans)
  - Contractor provided public affairs support, maintained website and blog, consulted on social media startup effort





### ***Space Shuttle Launch Support Kennedy Space Center Press Site***



***Provided public affairs support at 17 shuttle launches at KSC since April 2007, including STS-135 launch July 8, 2011***

- Staffed Marshall desk at KSC Press Site
- Researched and responded to reporter queries about shuttle propulsion systems
- Escorted national and international media
- Attended Space Shuttle Program meetings
- Arranged press conference for local news media with Marshall shuttle propulsion managers

#### ***Products:***

*Press kits*

*News releases/media advisories*

*Web blurbs*

*Point papers and RTQs*

*Marshall Star stories*

*Bios*

### ***Live Web Chats: Up All Night With NASA!***

*From bright meteors to distant stars, Marshall's "Up All Night" Web chat series engaged a worldwide audience and provided a real-time opportunity to watch the skies over Earth.*



#### ***Asteroid 52 Europa Occults a Star***

- 594 Facebook "Likes" / 711 tweets
- 100+ interactive user comments
- 269 chat participants
- 591 questions received, 419 answered
- 55,000+ views on chat promo page
- 7,400+ Ustream views



#### ***Perseids Meteors: 'Fire in the Sky'***

- 9,600+ Facebook "Likes" / 2,600+ tweets
- 1,500+ interactive user comments
- 2,100+ chat participants
- 3,950+ questions received, 962 answered
- 280,000+ views on chat promo page
- 288,000+ Ustream views

### ***Space Launch Systems Announced***

*NASA selects the design of a new Space Launch System that will provide the cornerstone for America's future human space exploration.*

### ***Marshall Media and Space Launch Systems***

- ***Marshall-developed SLS Mission Web Site:***  
*650,000+ page views in less than one month*
- ***Social Media:*** *10,000+ Facebook Likes and 1,700+ Twitter tweets*
- ***Media:*** *Extensive coverage in major media outlets results in world-wide awareness of NASA's new direction*



***“So glad NASA is in Flickr! Great pix. Not so long ago this was the work of science-fiction artists, and now a sublime reality.”***

*-- O'Brien, one of 8,100+ Marshall Flickr contacts*



- 1,950+ photos, 5.6 million views
- 50,000+ positive user comments/like this
- Reaching new audiences, positive buzz
- Excellent cross-promotion between Marshall-managed Web sites and other social media channels
- From Aug. 29-31, four Marshall photos appeared in Flickr Explore – the top 500 photos from the 3.5+ million photos uploaded to Flickr each day.



# Media Relations/Public Outreach

- **Significant Accomplishments**

- Marshall on Facebook (<http://www.facebook.com/nasa.marshall> & <http://www.facebook.com/nasamarshallcenter>)
  - Contractor wrote content, managed site, added more than 2,000 new friends/fans -- now totaling 11,150+ users
  - More than 700 updates resulted in nearly 1,000 user comments and more than 6,500 “Like This” approvals!
- Marshall on Twitter ([http://twitter.com/NASA\\_Marshall](http://twitter.com/NASA_Marshall))
  - Contractor maintains official Marshall Twitter presence, “tweeting” daily links and updates
  - User base exploded in Q3-2011 -- nearly 2,500 new adds, bringing total to 16,250+ followers
  - More than 400 tweets and 150 retweets posted during the reporting period



# Media Relations/Public Outreach

## Marshall's on YouTube

- The contractor uploaded 11 videos resulting in nearly 8,300 views
- Added 56 friends and over 1,300 subscribers

**NASA Marshall TV**  
NASAMarshallTV's Channel

All Uploads Favorites

**SLS Animation**  
From NASAMarshallTV | Sep 14, 2011 | 1,106 views

**Uploads (96)**

- SLS Animation**  
1,106 views - 5 days ago
- Administrator's Statement on New**  
70 views - 5 days ago
- Bright Meteor Lights Up Atlanta Skies**  
1,937 views - 3 weeks ago

**Favorites (2)**

- Ares I-X Forward Skirt Extension Separation**  
NASAMarsh... - 1,142 views
- Icicles on NASA's CECE Engine**  
NASAMarsh... - 5,861 views

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Channel Views:	16,883
Total Upload Views:	67,487
Age:	51
Joined:	Jan 15, 2009
Latest Activity:	6 days ago
Subscribers:	4,107
Website:	<a href="http://www.nasa.gov/marshall">http://www.nasa.gov/marshall</a>

From the mighty roar of rocket engines to extraordinary scientific discoveries about our universe, Marshall Space Flight Center in Huntsville, Alabama is enabling the nations exploration of space as it has since 1960.

While the center inspired the "Rocket City" nickname of its hometown, propulsion is only one of the many cutting-edge exploration and research projects going on at Marshall. The center uses its talented team members, extensive experience and state-of-the-art facilities to serve the interests of both science and exploration.

The result? Increased understanding about our universe, ground-breaking scientific discoveries, improvements to life on Earth, and an improved ability to work and live in space.





## Keeping Up-To-Date with Blogs

*Follow along with some of our favorite scientists and engineers as they give insight and up-dates on their programs and projects*

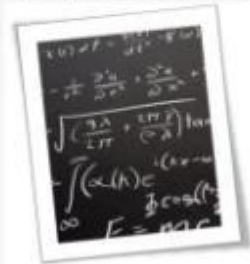
### J-2X Doghouse: Okay, So We Ain't That Smart -- Yet

Posted on Aug 06, 2011 02:31:02 PM by William D. Gerner

0 Comments · [Permalink](#) ★★★★★

Welcome back to the J-2X Doghouse. We're going to talk about some test results and test data, exactly what Data is all.

Back in the day -- back before I had the carefully regulated, federally mandated, and strictly enforced statutory into the ranks of management -- I was once an analyst. And, since it seems so long ago that it doesn't sound like anymore, I will admit that I was pretty good at it. I absolutely loved the process of using fundamental physics or derivations for fluid dynamics, thermodynamics, and heat transfer all together to simulate in computer coding function in the real world. Whereas many people enter the field engineering because they like mechanical things, there are some of us who reach the seeming purity of problem solving in abstraction.



Over the years, working on many diverse projects and building many diverse mathematical models to simulate systems, I came to the realization that my models always appeared most unsolvable and brilliant when there was against which to compare them. To put it bluntly, test data always proves that you simply aren't as smart as you were. But, that's okay. If that wasn't the case, then you wouldn't bother to test. The whole point of testing is to learn more.

### Our New Telescope is Operational

Posted on Sep 07, 2011 11:55:29 AM by William Cooke

0 Comments · [Permalink](#) ★★★★★

Our new telescope in New Mexico -- we call it MUT, or Multi-Use Telescope. It can see the explosion flashes caused by meteoroids hitting the moon, measure dust coming off comets, see meteors in the atmosphere, and track satellites/space junk.



MUT also takes nice pictures!

### The Moon: What We've Learned So Far

Posted on Sep 08, 2011 12:17:45 PM by Bill The Moon: Our Nearest Neighbor

0 Comments · [Permalink](#) ★★★★★

The moon is not made of cheese, but what is it made of?



Credit: Sylvain Weiller

- The contractor posted 14 blog updates to 3 sites – J-2X Engine Development, Watch the Skies, and The Moon: Our Nearest Neighbor. Each post contains commentary, pictures and/or videos.
- Blog posts resulted in 50 comments from readers around the globe. The contractor monitors each blog daily to ensure comments are appropriate and approved in a timely manner.

# Media Relations/Public Outreach

- **International Space Station Science**

- The contractor wrote web features and Marshall Star articles about the return to Earth of “Materials on International Space Station Experiment-7” (MISSE-7) during STS-134; and about on-station work on MISSE-8, which flew to the space station on STS-134 for a year’s stay
  - 100+ Internet news stories about STS-135 mentioned MISSE experiments managed by Marshall for NASA
- The contractor wrote six ISS Science status reports for the Marshall web presence in Q3-2011



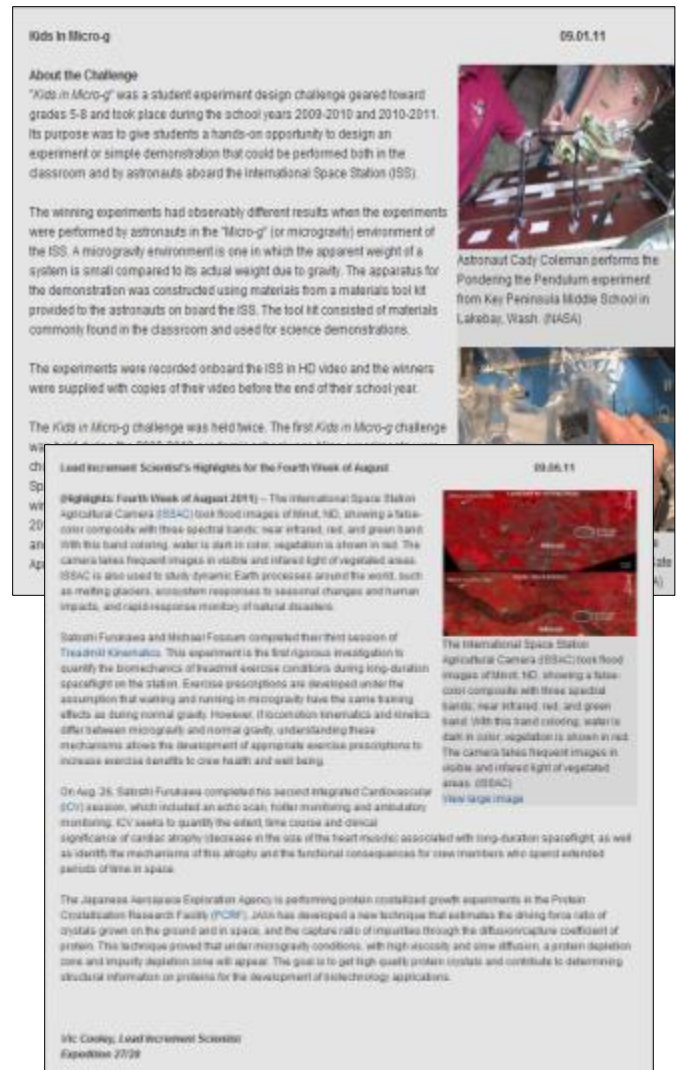


# Media Relations/Public Outreach



## Space Station Science

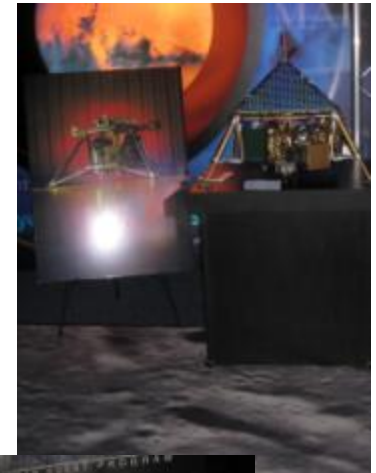
- The contractor posted 14 Station Research-related web features with corresponding photos and four “Lead Scientist” updates to ISS research page
- Posted a content scrub and multiple photos and videos to the “Kids in Micro-g” page, a component of Station Research/National Laboratory



# Lunar Quest Program Communications Support

## ***Lunar Quest Outreach Support***

*•Developed an exhibit for the Lunar Quest Program Office to use in a variety of venues to support education and public outreach initiatives. The exhibit, Moon Quest, along with the Lunar Quest Globe and the Robotic Lander model were a part of the GRAIL Exhibit Area at the Kennedy Visitors Center on September 6-10, 2011.*



### ***Celebrating the history of the Shuttle***

*The exhibits contractor planned and executed exhibit support for the Shuttle Celebration at the U.S. Space & Rocket Center. This event required detailed planning, locating and providing information about several shuttle artifacts, reformatting and reproducing numerous graphics, and installing both indoor and outdoor exhibits, models and artifacts in several locations at the USSRC.*





# Exhibits and Public Outreach

## ***Exploration Experience Outreach Illinois audiences and Georgia NASCAR fans love NASA!***



*The contractor planned and executed Exploration Experience outreach activities in Illinois (Joliet, Aurora, and Chicago) and at AdvoCare 500 NASCAR Spring Cup Series in Hampton, Ga. The Rockets to Racecars exhibit debuted at the NASCAR event.*



## *Exploration Experience in Illinois and Georgia*



*The exhibits contractor worked with museum directors and the media, as well as NASA offices at other centers, to ensure effective outreach during the Exploration Experience stops in Illinois and Georgia.*

## *Exhibits Outreach in Indiana*



*ESMD and HQ Aeronautics joined together, supported by the exhibits contractor, to provide outreach at the 75<sup>th</sup> anniversary of the Academy of Model Aeronautics in Muncie, Ind.*

### *NASA visits the Hoosier State*



*NASA reached more than 4 million people through  
Muncie, Ind., media to publicize its Indiana visit!*



### *Mobile Shuttle undergoes a makeover*

*The refurbished mobile shuttle – the work of the contractor exhibits team -- was unveiled at the Aug. 20 Shuttle Celebration.*



### ***Shuttle Legacy Exhibit travels to the Gulf Coast Mobile, Ala.***



*The exhibits contractor installed the Conquering LEO: Shuttle Legacy Exhibit at the Gulf Coast Museum in Mobile, Ala. The contractor is completing an instruction manual for the 1:15 Static Shuttle for use by museums as part of the Shuttle Legacy Exhibit.*

### ***Exhibit Support at Grail Launch***

The exhibits contractor planned and executed support of the Grail Launch at Kennedy Space Center's Visitor Center on behalf of the Planetary Sciences Division customer. The contractor's graphics personnel developed a scaled layout of the Hubble Room at the visitor center detailing exhibit placement. The contractor reproduced "Moon Boot" footprints for the floor. The event marked the debut of the Moonquest exhibit, designed and fabricated by the contractor for the LunarQuest customer.

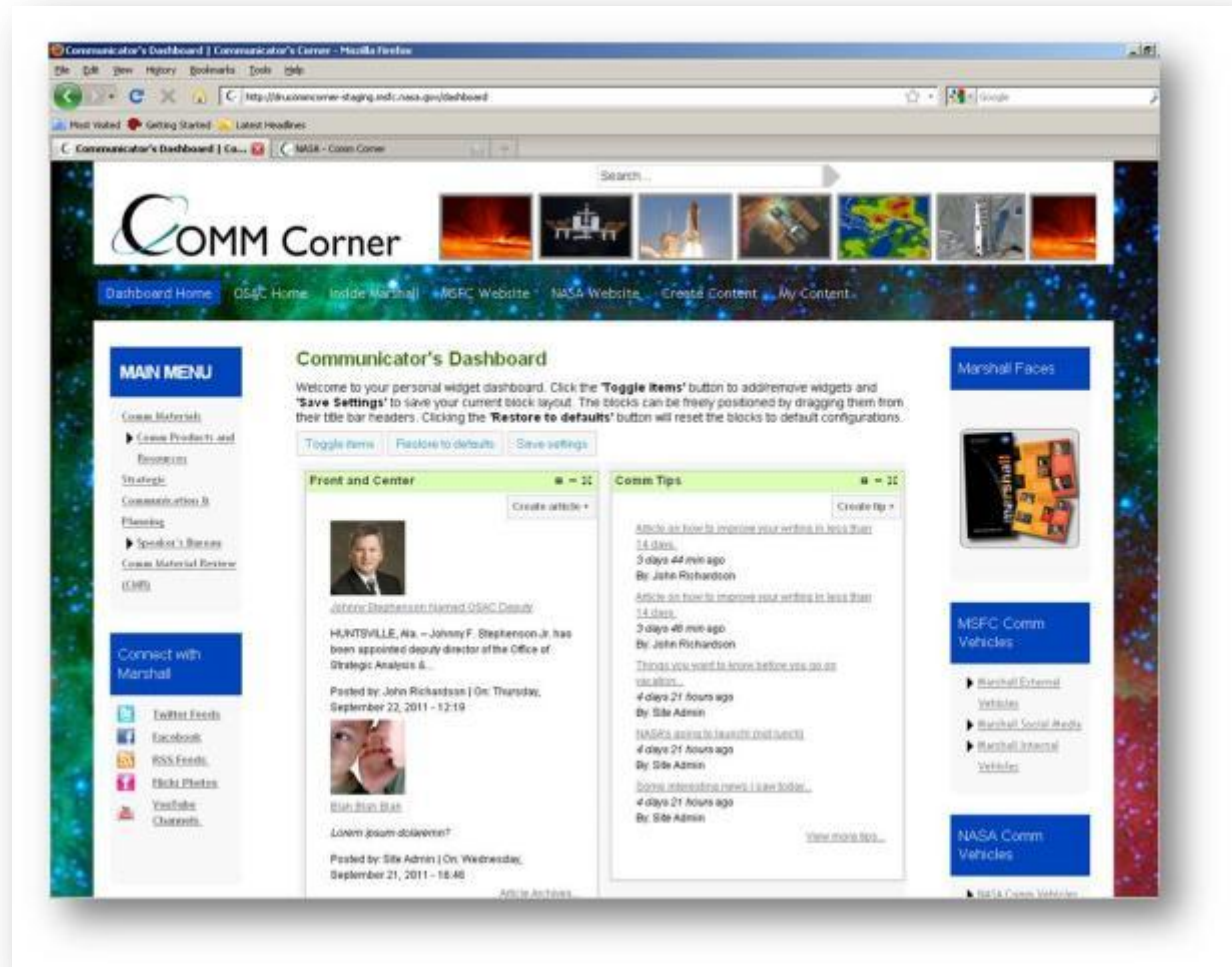




# Communicator's Corner

The project for migrating Comm Corner to the Drupal content management system is nearing completion. Will begin beta testing in the next quarter.

New capabilities will include iGoogle-like widgets so viewers can create their own dashboard of interesting internal or external content.



# Center Collateral

Coordinating design concepts for **NIRPS** logo. These are some of the early ideas:



Provided video and PPT charts for:

- Center Director's Breakfast
- National Safety Council (on their template) (Stephenson)
- Montevallo Mayor's Event (Lightfoot)
- New Space Conference (Goldman)
- Aerospace Alliance (Goldman)



# Center Collateral

Updated Center Overview and Marshall Information Sheet



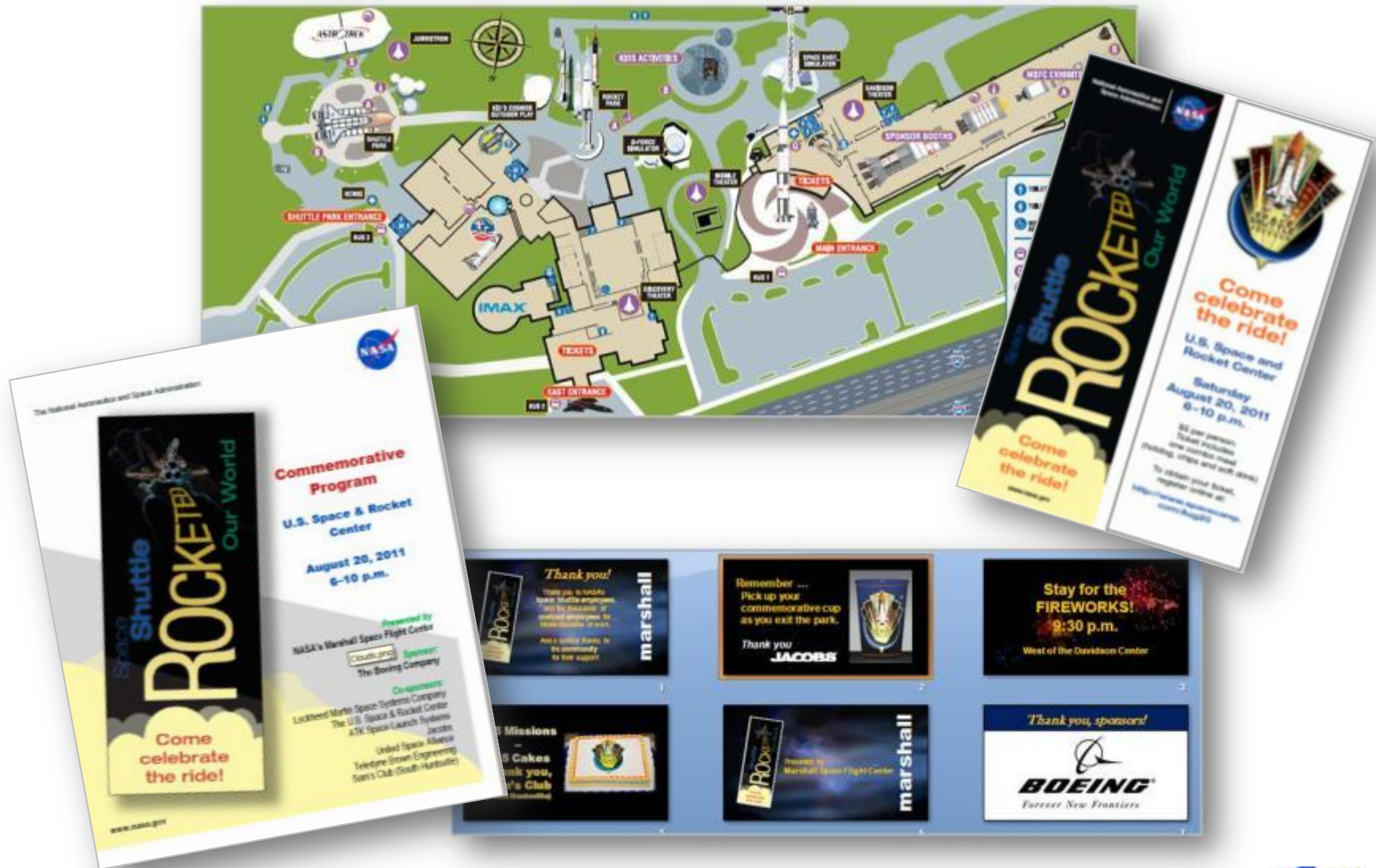
Created a new SLS Information Sheet and a Bookmark for the SLS Industry Day





# Center Collateral

Several items were created for the Shuttle Celebration, including flyers, information graphics for video, on-site handouts, and “You Are Here” maps.



# Speakers Bureau

## Marshall Speakers Bureau Volunteers Help Inspire Students of All Ages





# Special Event Major Successes

## *Marshall Space Flight Center Event Highlights*

Community Shuttle  
Program Celebration



STS-135 Mission  
Activities





# Space Launch System (SLS) Program Direct Support

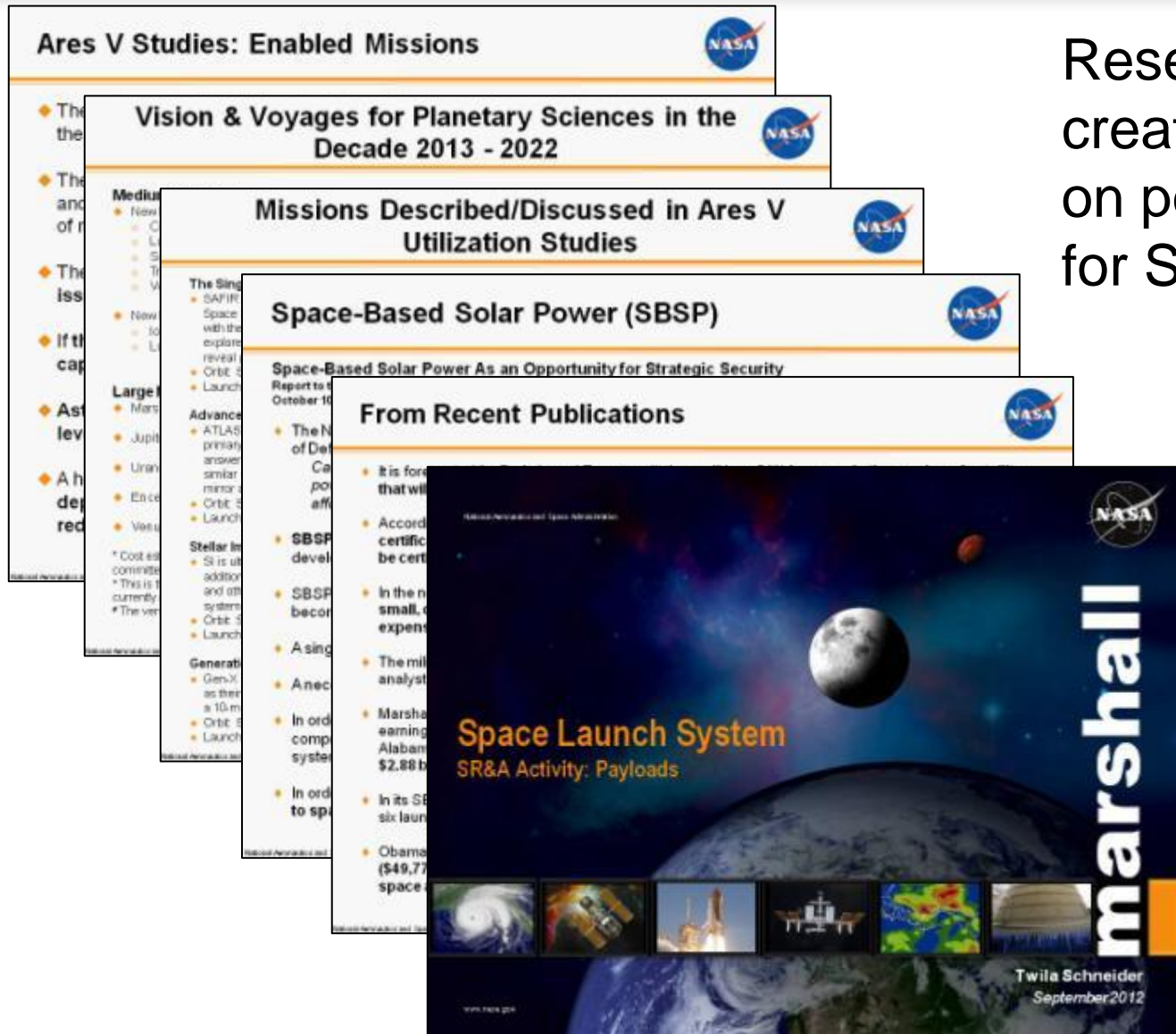


Developed an SLS Planning Calendar for FY11 & FY12 Conferences and Meetings.



# Space Launch System (SLS) Program Direct Support

Researched and created a presentation on possible payloads for SLS.



# Space Launch System (SLS) Program Direct Support

Vehicle	Origin	Mass to LEO (t)	Mass to GTO (t)	Mass to SSO (t)	Mass to BEO (t)	Comments
Athena 1c	U. S.	0.74				Source: FAA
Athena 2c	U. S.	1.712				Source: FAA
Atlas V 401	U. S.	9.37	4.75			Source: ULA
Atlas V 431	U. S.	15.13	7.7			Source: ULA
Atlas V 551	U. S.	18.51	8.9			Source: ULA
Atlas V HLV	U. S.	29.4	13			Source: ULA
Delta II	U. S.	2.7 – 6.1	0.9 – 2.17			Source: ULA
Delta IV Medium	U. S.	9.15	4.3			Source: ULA / Boeing
Delta IV M+(4,2)	U. S.	12.24	6.03			Source: ULA / Boeing
Delta IV M+(5,4)	U. S.	13.36	7.02			Source: ULA / Boeing
Delta V Heavy	U. S.	22.56	12.98			Source: ULA / Boeing
Falcon 9	U. S.	10.45 / 8.56	4.54 / 4.68			Source: SpaceX
Falcon Heavy	U. S.	53				Source: SpaceX
Pegasus XL	U. S.	0.45				Source: Orbital Sciences Corp.
SLS	U. S.	70				Source: NASA
Taurus	U. S.	1.35				Source: Orbital Sciences Corp.
Taurus II	U. S.	5.75				Source: Orbital Sciences Corp.
Taurus XL	U. S.	1.36				Source: NASA
LM 2C	China	2.4	1.25	1.9		Sources: Wikipedia / China Great Wall Industry Corp.
LM2D	China	3.1		1.3		Sources: Wikipedia / China Great Wall Industry Corp.
LM 2E(A)	China	14.1				Source: Wikipedia; In Development
LM 2F	China	8.4	3.37			Source: Wikipedia
LM 2F/G	China	11.2				Source: Wikipedia; Cannot confirm 2010 launch
LM 3A	China	8.5	2.6			Sources: Wikipedia / China Great Wall Industry Corp.
LM 3B	China	12	5.1 – 5.5			Sources: Wikipedia / China Great Wall Industry Corp.
LM 3B(A)	China	13	6			Source: Wikipedia; In Development
LM 3C	China		3.8			Sources: Wikipedia / China Great Wall Industry Corp.
Ariane 5 ECA	Europe	20	10			Source: Ariane Space
H-IIA 202	Japan	10	4	4	2.5	Source: JAXA
H-IIB	Japan	16.5	8			Source: JAXA; Used for HTV
Dnepr-M	Russia	0.5				Source: russianspaceweb.com; This is a converted R-36M Ballistic Missile. Iridium has signed an option w/ISC Kosmotras of Moscow for six launches. The contract calls for a payment of \$184.3 million if all six launches are conducted.
Proton M	Russia	21 – 23				Source: russianspaceweb.com / ILS

Researched and created a table of global launch vehicle for comparison to SLS.



# Space Launch System (SLS) Program Direct Support



## Space Launch System A New National Capability



Space Launch System: Safe, Affordable, Sustainable

### Expanding Capabilities

The U.S. Space Launch System (SLS), will provide an entirely new capability for human exploration beyond Earth orbit. It also will back up commercial and international partner transportation services to the International Space Station. Designed to be flexible for crew or cargo missions, the SLS will be safe, affordable, and sustainable, to continue America's journey of discovery from the unique vantage point of space.

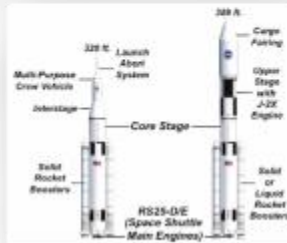
The SLS will take astronauts farther into space than ever before, while engaging the U.S. aerospace workforce here at home. Marshall Space Flight Center is leading the design and development of the rocket system that can take us to the Moon, asteroids, L'Orange points, and eventually to Mars.

*Exploration beyond Earth orbit will be an enduring legacy to future generations, confirming America's desire to explore, learn, and progress.*

*-Todd A. May,  
Space Launch System  
Program Manager*

**SLS Initial Lift Capability**  
70 Tons (t)  
More than double any operational vehicle today

**Crew Configuration**  
The SLS will transport the Multi-Purpose Crew Vehicle to entirely new destinations beyond Earth orbit, continuing America's human exploration of space.



**SLS Evolved Lift Capability**  
130t  
More than any past, present, or future vehicle

**Cargo Configuration**  
The heaviest SLS can carry cargo, equipment, and science experiments to destinations beyond Earth orbit. This heavy-lift capability will be available to support missions of national importance.

- Delivered strategic products for NASA's SLS Rollout Event, working with Media Relations
  - Talking points and response to questions
  - Animation
  - Website @ [www.nasa.gov/sls](http://www.nasa.gov/sls)
  - Fun facts
  - Answers to media queries
  - Executive biographies
  - Article for MSFC External Relations website
- Developed multiple products for SLS Industry Day, working with Procurement Office
  - Briefings
  - Information sheet
  - Bookmark
  - Tour stops for Deputy Administrator's visit
- Supported SLS panel at AIAA Space 2011
  - Briefings
  - Talking Points
  - Multimedia

- **Program Management**

- Provided administrative and technical management for contract direction, control, and integration in all areas of OSAC Support Services contract.
- Provided guidance for development of Marshall Strategic Communication Plan and Roadmap meetings.
- Worked with Marshall procurement and OSAC customers to plan, coordinate, implement and execute the following IDIQ task orders:
  - NNM08AA60T History Archive Manager and Researcher
  - NNM11AA68T, SLS Technical Writer
  - NNM11AA69T, Transition Office Outreach Coordinator
- Worked with Marshall procurement to implement modifications to the following IDIQ task orders:
  - NNM09AA94T CPIF RLLDP
  - NNM08AA13T CPIF Lunar Quest
  - NNM10AA88T CPIF NASA Monograph
  - NNM11AA60T CPIF History Archive Manager and Research
  - NNM11AA61T CPIF SLS Communication Strategist
  - NNM11AA62T CPIF SERVIR Communication Strategist
  - NNM11AA63T CPIF B&P Technical Writer
- Developed and implemented a Labor Only Work Order System to enable requirements definition and customer approval of communication product development.
- Worked with Marshall procurement to adjust the value on Option Year 2 IDIQ task orders to account for the maximum fee awarded.
- Coordinated and provided required verification and support to Marshall procurement in the development of contract modifications 61 - 67.

- **Program Management (cont'd)**

- Coordinated with Marshall Property to successfully coordinate and complete the FY2011 Property Control Visit.
- Held monthly contract status meeting with OSAC Director, Deputy Director, CS10, CS20, and CS30 communication managers.
- Worked with Marshall procurement and OSAC executive management and communication management team to implement the Institutional Service Evaluation reductions.

- **Property Management**

- Successfully completed the FY2011 Property Control Visit.

- **Contract Management**

- The labor-only work order database has been fully implemented and is now being utilized in full. Contractors and civil servants are now able to better fully understand and capture work requests.
- Estimated material budget was under one percent of actual material cost.
- The final results from the 2009 – 2010 audit came in. The result was satisfactory and from a sampling of 34 out of 419 purchase orders, there were no discrepancies.

- **Occupational Safety and Health**

- Annual Environmental Health Survey completed with no findings.
- Safety Certification on Microgravity Demonstrator.
- Chemical Inventory Audit completed with no findings.
- EMS audit completed with no findings.
- Annual Fire Extinguisher Training was completed for Model Shop employees.



- **Communication Strategy, Planning, and Message Management**

- Development of NIRPS communications plan with key messages and talking points, engagement and activity listing, and at a glance timeline. Diversity and Inclusion video team support – providing ongoing communications support to OHC's video team in selecting presenters, reviewing video content, and analyzing survey data to make improvements.
- Development of communication plans, including overview, messages, and communication announcement activities for 3 Technology Demonstration Mission program proposals: Propel, FlexCraft, and Doff.
- Development of communication plans, including overview, messages, and communication announcement activities for 3 Sounding Rocket's Payload proposals: SUMI, CLASP, and MaGIXS
- Development of communication plans, including overview, messages, and communication announcement activities for 4 Explorer Program proposals: JEM-EUSO, CSI, CAELUM, and WHIMEX.
- Development of key messages for Center Director's Breakfast.
- Developed comm plan for National Institute of Rocket Propulsion Systems (NIRPS), including overview of NIRPS, activity timeline and schedule, and key messages.

- **Strategic Research and Analysis**

- Performed research on ten ED/VP proposals to understand proposal content, goals, partnerships, value, and Marshall's role, to develop a communications plan.
- Performed research on National Solar Observatory to develop communications plan.
- Performed research on National Institute of Rocket Propulsion Systems to develop communications plan.

- **Strategic Research and Analysis (cont'd)**

- Provided communications measurement of Center Director's Breakfast through survey development, implementation, and analysis. Additionally, reviewed all associated OSAC developed communication products, as well as secondary media coverage. Submitted communications report of measurement findings.
- Supported the development of 2011 MISCP goals, objectives and strategies during management/ team offsite meeting.
- Stakeholder research – produced more six stakeholder biographies in support of a highly strategic center activity, the National Institute for Rocket Propulsion Systems (NIRPS).
- Center Development research – produced a two-page briefing on potential strategic partner Solaren to increase knowledge and understanding of the company.
- Monitored key NASA Congressional hearings and communicated outcomes and key themes in a topical InSight.
- Managed and curated CS10's social bookmarking page to improve key OSAC customer's access to situational awareness

- **Executive Communications**

- Continue to support leadership communication through communication planning and implementation of events and associated products (including all-hands presentations and talking points, leadership talking points, Q&As, etc.) for Marshall executives related to:
  - Current budget situation and continuing resolutions
  - Three center teams (Institutional Services Evaluation, Technical Capabilities, and Workforce Planning)
  - Center reorganization
- Completed management of Robin Henderson “Connecting with Women” road show program and provided final in-depth summary of road show results – 13 Road Show Sessions
  - Developed remarks
  - Scheduled road shows across the center
  - Attended each roadshow
  - Providing follow-up summaries and analysis of road show dialogue for each road show
- Developed numerous other executive communications products, including talking points, presentations, speeches, e-mail messages, and more for Marshall’s center director, special assistant to the center director, associate director, OSAC’s director, and other Marshall executives supporting effective internal communication.



- **Executive Communications**

- Fulfill team lead responsibilities for the Strategic and Executive Communications Team.
- Continue to support leadership communication through communication planning and implementation of events and associated products (including all-hands presentations and talking points, leadership talking points, Q&As, etc.) for Marshall executives related to:

- **Center Director, Robert Lightfoot**

- Marshall Center Director Breakfast
- MSFC College Intern Program
- SERVIR Hub Assembly Meeting
- MSFC All Hands Meetings
- NASA Astronaut Candidates Visit to MSFC - Welcome
- Stennis Awards Day Ceremony
- Tennessee Valley NASA Advisory Council (TVNAC)
- JAXA Visit - Welcome
- NASA Shared Services Center Awards
- STS-135 Crew Visit
- Lockheed Martin Customer Focus Team Conference
- MSFC Shuttle Program Celebration
- Marshall Engineering Meeting
- Space Exploration Celebration – USSRC – Introduction of Administrator Bolden
- MSFC Supervisors Meeting
- SLS Industry Day Pre-Brief to Employees
- SLS Industry Day & Small Business Alliance Meeting
- NASA Deputy Administrator All Hands Meeting
- Hispanic Heritage Month - Lunch and Learn with Speaker Ray Lugo
- Various Messages from the Center Director
- Director's Corner - August – STS-135 Congratulations/End of Shuttle Program
- Launching Conversations – September - Emergency Preparedness

- **Executive Communications**

- Continued . . .

- **Deputy Center Director, Gene Goldman**

- Diversity and Inclusion Communications Panel
      - NewSpace2011 Conference NASA Leadership Panel
      - NASA Astronaut Candidates Visit to MSFC – Center Overview
      - Space Flight Awareness – Silver Snoopy
      - Congressional Staff Visit - Anna Campbell, Sr. Advisor to Rep. Mo Brooks – Center Overview
      - Congressional Staffers Visiting SMDC Conference - Center Overview
      - Aerospace Alliance Summit - Welcome

- **Associate Center Director - Management, Robin Henderson**

- Connecting with Women Road Show to EO
      - Connecting with Women Road Show to ET
      - Connecting with Women Road Show to QD
      - Two (2) Connecting with Women Road Show to EM
      - Connecting with Women Road Shows to JP
      - Connecting with Women Road Show to VP
      - MSFC Awards Day Ceremony – Agency Awards
      - Diversity and Inclusion Communication Panel
      - STS-134 Crew Visit - Welcome
      - MSFC Supervisor Refresher Course

- **Associate Center Director – Technical – Dale Thomas**

- MSFC Awards Day Ceremony – Center Awards
      - Huntsville Madison County Chamber of Commerce Annual Outing - Ditto Landing Marina

- **Other Executives**

- STS-134 Crew Visit Remarks - Steve Cash
      - End of Shuttle Program Message to OSAC Employees – Bobby Watkins
      - Alabama Space Coalition Presentation/Remarks- Bobby Watkins

- **Executive Communications**

- Worked with graphics to coordinate design of a NIRPS logo
- Supported several Exec. Comm presentations with video/PPT support including:

- Center Director's Breakfast
- National Safety Council (Stephenson)
- Montevallo Mayor's Event (Lightfoot)
- Aerospace Alliance (Goldman)

- Completion of Robin Henderson "Connecting with Women" Road Shows – 13 Road Show Sessions

- Managed Robin Henderson 's "Connecting with Women" road show program and provided final in-depth summary of road show results.
  - Developed remarks
  - Scheduled road shows across the center
  - Attended each road show
  - Providing follow-up summaries and analysis of road show dialogue for each road show, as well as a final wrap-up summary of results.

- **Data Collection (Comm Corner/Comm Corner Sharepoint etc)**

- Comm Corner is now ready for Beta level testing on Drupal

- **Center Development**

- Created and distributed 6 issues of *Center Strategic Development News*.
- Participated in Center Strategic Development Monthly meeting with Bobby Watkins and/or Johnny Stephenson
- Wrote a story on Fluid-Structural Coupling Damper for the CS30 External Relations Website



- **Executive Leadership Outreach**

- Provided direct support to executive leadership through contact with community leaders, key personnel and event organizers, for the following speaking engagements and outreach activities:

- **Center Director, Robert Lightfoot**

- Stennis Awards Day Ceremony – Stennis Space Center
      - MSFC College Intern Program
      - SERVIR Hub Assembly Meeting
      - Marshall Center Directors Breakfast
      - Tennessee Valley NASA Advisory Committee Meeting
      - Lockheed Martin Customer Focus Team Conference
      - MSFC Shuttle program Celebration
      - MSFC Engineering Meeting – Atlanta, GA
      - Space Exploration Celebration – USSRC

- **Deputy Center Director, Gene Goldman**

- NASA Astronaut Candidates Visit to MSFC
      - NewSpace 2011 – Ames Research Center
      - Space Flight Awareness – Silver Snoopy Awards
      - Aerospace Alliance Summit – San Destin, FL

## ▪ SERVIR

- SERVIR (Spanish v. “to serve”) is the Regional Visual and Monitoring System, a joint effort by the U.S. Agency for International Development (USAID) and NASA to provide satellite-based imagery to help developing nations improve their decision-making regarding environmental hazards. The program recently received a two-year budget increase to expand its services beyond Central America, East Africa, and the Hindu Kush-Himalaya regions. This work requires increased communication and outreach products to support the program’s expanded role.
- Schafer has been providing a Sr. Technical Writer (B. Leahy) on a half-time basis due to resource conflicts. The writer will switch over to full time starting in October. The work is split between outreach writing and editing for the SERVIRGlobal.net website and internal documents such as a program communication plan, strategic plan, and operational manual. Another writer (Coulter) was brought in to help with the program’s work plan and is available on a part-time basis should SERVIR require those services.
- To date, a dozen articles on a wide range of topics have been posted to SERVIRGlobal.net. As the site is in the midst of a redesign/refurbishment, it is expected that additional new content will be needed going forward.
- Larger deliverables, including the communication plan, strategic plan, and operational manual, require input from USAID and NASA management as well as members of the SERVIR team. A proposed schedule for these documents is under review, but most of them are scheduled to be completed by late (CY) 2011 or early 2012.

## • Technology Demonstration Mission (TDM)/Explorer Proposal Communication Plans

- Leahy also supported S. Coe on the technical write-ups for the TDM and Explorer communication plans due to his familiarity with the subject matter.

## ▪ **National Institute of Rocket Propulsion Systems (NIRPS)**

- NIRPS is a project initiated by Center Director Robert Lightfoot to ensure the future stewardship, technology development, and technical solutions of the nation's rocket propulsion systems for military, civil, and commercial purposes. The primary justification/request for communication services under NIRPS was to help CS10 draft a NIRPS Business Plan, which will define the Institute's purpose and operations.
  - A draft has been created and is under review by the NIRPS formulation team.
- Part of the NIRPS formulation process has included bringing on stakeholders from across NASA as well as from the U.S. Air Force, National Reconnaissance Office, and other members of the propulsion community. Also, Scott Pace, Director of the Space Policy Institute at George Washington University, was brought in as a consultant to offer advice on the startup process.
  - Presentation re: NIRPS written for NASA Administrator Charles Bolden and Dale Thomas to give to Secretary of the Air Force.
  - Pace's recommendations were summarized in set of organized notes and a report Dr. Pace provided.
- Our Senior Technical Writer has also helped craft other documents necessary for starting up the Institute, including a NIRPS Formulation Authorization Document (FAD) and accompanying PPT slide and a Memorandum of Understanding for NASA, USAF, and NRO.
- In addition to internal coordination, Dale Thomas (Director of Technology at MSFC and current lead of the NIRPS initiative) will be leading outreach to industry and the public.
  - Abstract/summary written for a NIRPS panel to be presented at a JANNAF conference (December 2011) .
  - Op-ed piece written for *Space News*, which will be submitted under Dale Thomas' byline.



- **Employee Communications**

- Contractor provided internal communications support for the STS-135 mission; STS-135 Space Flight Awareness Honorees; NASA/MSFC Honor Awards; Center Director Breakfast; Silver Snoopy awards; "Celebrate the Ride" shuttle event; creation of the National Institute for Rocket Propulsion Systems; announcement of the design of the agency's new Space Launch System; Center Director all hands meetings; successful launch of the twin Gravity Recovery and Interior Laboratory (GRAIL) spacecraft; successful Soyuz spacecraft landing with space station astronauts; full-scale test of the DM-3 motor in Promontory, Utah; and the announcement of the Marshall Center reorganization.
- Contractor provided weekly editions of the Marshall employee newsletter, the *Marshall Star* from July through September and maintained *Marshall Star* archive.
- Contractor completed a 30-page special edition of the *Marshall Star* (8/3/11) highlighting the Space Shuttle Program following its final flight.
- Contractor wrote and coordinated bios for nine Marshall Center managers to support the recent center reorganization. Bios are to be posted on the center management team organizational chart on Inside Marshall's Center Director's Corner.
- Contractor continued to support the OSAC Integrated Strategic Communications Roadmap Team, developing strategies for the 2012 OSAC Strategic Plan.
- Contractor maintained and monitored ExplorNet and updated Question of the Week on the MSFC Happenings Page on ExplorNet.
- Contractor edited and posted three editions of the Michoud Assembly Facility's *Michoud Messenger* employee newsletter.

- **Employee Communications**

- Contractor researched, wrote, and coordinated 15 *Marshall Star* news stories about the Space Shuttle Program, including seven stories for an Aug. 3 special edition of the *Marshall Star* commemorating the last shuttle mission.
- Contractor established the “Shuttle Retrospective” Web page, which encourages employees to submit their reflections of what the space shuttle program has meant to them.
- Contractor researched, interviewed managers and wrote two extensive stories for the *Marshall Star* about the Shuttle-Ares Transition Office, a new organization established during the September reorganization of the Marshall Center.
- Contractor researched and wrote three bios about the manager and two deputies of the Shuttle-Ares Transition Office.
- Contractor produces stories for the *Marshall Star* on the Shuttle-Ares Transition Office and its people, as required.

- **Media**

- Contractor provided public affairs support for space shuttle launch STS-135 in July at Kennedy Space Center press site for; staffed Marshall Center desk; researched and responded to reporter queries about shuttle propulsion elements; arranged press conference for Marshall shuttle propulsion managers with Huntsville media attending launch; arranged one-on-one interviews for propulsion experts with local and other media; prepared bios on seven shuttle propulsion managers for distribution to media; and attended Space Shuttle Program meetings.
- Contractor researched information and provided to PAO for response to reporters' queries on status of shuttle propulsion hardware due to retirement of the space shuttle.
- Contractor researches, writes, coordinates and distributes Hometown News Releases about the Shuttle-Ares Transition manager and two deputies.
- Contractor responds to media inquiries about the status of shuttle hardware to be transitioned to Space Launch Systems or excessed.
- The contractor added 14 updates to 3 different blog sites and provided daily monitoring of comments
- The contractor posted 14 feature stories and four 'Lead Scientist' updates to the Space Station Science web page. Also posted a content scrub with pictures and multiple videos to the Kids in Micro-g web site



- **Media**

- The contractor developed Space Launch Systems Web site to announce new design selection; Web site received NASA Headquarters praise as well as 650,000+ page views within the first two weeks of being launched. Marshall has been awarded the editorship of this site.
- Developed Green Flight Challenge news site to promote the event in Santa Rosa, Calif. Site served as a central information hub for events leading up to the competition and the latest results, videos and images.
- Provided editorial duties, development, and maintenance for all OSAC-managed public news and mission Web pages. During this quarter, the Web sites received 9.1 million page views and 29.5 million Web hits, putting the sites on-track for 35 million page views and 120 million Web hits for 2011.
- Conducted a series of highly successful live Web chats, including two “Up All Night” Web chats to cover the occultation of a distant star and the Perseid meteor shower. These chats reached a worldwide audience and involved 2,500 direct participants, resulting in 350,000+ Web views, 300,000 Ustream views, 4,700+ questions asked/1,500+ answered and global media coverage.
- Served as primary Web backup for NASA Headquarters Web ([www.nasa.gov](http://www.nasa.gov)) as part of emergency operation planning for Hurricane Irene.

- **Social Media**

- The contractor managed dramatic growth for [Marshall's Flickr photostream](#). Marshall's Flickr account has achieved a cumulative total of more than 5.6 million views, 50,000+ positive user comments, and 8,100+ friends/fans. During this quarter, multiple Marshall Flickr photos received ranking in Flickr Explore, the “best of the best” from the 3.5+ million photos uploaded to Flickr each day.
- The contractor uploaded 11 videos to YouTube resulting in nearly 8300 views.

- **Exhibits**

- The contractor designed and fabricated an astronaut food kiosk and miniature version of NASA Home & City for the Space Communications and Navigation (SCaN) customer. The contractor updated the International Space Station photo opportunity exhibits to make them safer and more aesthetically appealing. These exhibits will be featured in Space Operations Mission Directorate visitor centers in Canberra, Australia; Madrid, Spain; and Goldstone, Calif.
- The contractor planned and executed exhibit support for the Shuttle Celebration at the U.S. Space & Rocket Center. This required detailed planning, locating and providing information about several shuttle artifacts, reformatting and reproducing numerous graphics, and installing both indoor and outdoor exhibits, models, and artifacts in several locations at the USSRC.
- The contractor planned and executed support of the Grail Launch at Kennedy Space Center's Visitor Center on behalf of the Planetary Sciences Division customer. The Moonquest exhibit, designed and fabricated by the contractor for the LunarQuest customer, debuted at the visitor center.
- The contractor worked with the Marshall Center Office of Equal Opportunity to develop a cost effective display in support of Hispanic Heritage activities. The display won second place in its competition.
- The contractor worked with Centennial Challenges/Office of Chief Technology to plan support of the Green Flight Centennial Challenges event. Additionally, a contractor project team proposed a design concept and operating plan for a Centennial Challenges traveling exhibit trailer.
- The contractor produced a quick-turn design for the SLS Industry Day.

- **ESMD Outreach**

- The contractor planned and executed Exploration Experience Traveling Exhibit outreach support at the Balloon Rally and Air Show in Wausau, Wis.; the 75<sup>th</sup> anniversary of the Academy of Model Aeronautics in Muncie, Ind.; the Center for Science Industry Museum in Columbus, Ohio; the Joliet (Ill.) Historical Museum; the Sci-Tech Hands On Museum in Aurora, Ill.; and the Chicago Air & Water Show in Chicago.
- The contractor planned and executed Exploration Experience Traveling Exhibit outreach support at the AdvoCare 500 NASCAR Spring Cup Series in Hampton, Ga. It debuted the Rockets 2 Racecars (R2R) exhibit, designed and built by the contractor.
- The contractor researched and purchased computer parts to build new computers for the Exploration Experience Pavilion. Building computers in-house saved customer approximately \$7,000.
- The contractor researched and submitted a proposal for Exploration Experience stops in the Southwest for the September-November timeframe.
- The contractor planned and executed outreach support of the Peter J. McGovern Little League Museum and the Little League World Series in Williamsport, Pa. Outreach support included media coverage, NASA “Did You Knows” (DYK’s) on the Little League Jumbotron, and speaking engagements by NASA Chief Technologist Dr. Jintendra Joshi.

- **Model Making**

- The contractor completed six 1:72 External Tanks.
- The contractor completed substantial repairs on three Hubble models and two Chandra models for the Science Projects and Programs customer.



- **HQ OCP Outreach**

- The contractor provided messaging and staffing requirements at the United Nations Conference on the Peaceful Use of Outer Space in Vienna, Austria. It received kudos from the Deputy Director-General of the United Nations Office in Vienna for its design, graphics, coordination, management and logistics efforts.
- The contractor worked with NASA Headquarters and a subcontractor to handle all logistics for NASA support of the Congressional Black Caucus in Washington. The contractor combined the ideas of all four mission directorates and the Office of Legislative and International Affairs to provide One NASA support at this event.
- The contractor researched and provided cost-effective transportation options for a potential Shuttle Placement Orbiter Tour.

- **HQ Aeronautics Outreach**

The contractor supported:

- 75<sup>th</sup> anniversary of the Academy of Model Aeronautics in Muncie, Ind., July 14-17, 2011.
- Kansas City Air Show in Kansas City, Mo., Aug. 20-21, 2011.
- Kirksville Regional Air Show in Kirksville, Mo., Sept. 11, 2011.
- Andrews Air Force Base Joint Services Open House in Suitland, Md.

- **Center Collateral Development**

- Produce an updated Pocket Guide with new direction for Marshall (not started yet)
- Creating the Tour Stops collateral and exhibits.
- Reworking content on the public Web site for the Faces pages, Economic Impact, and Capabilities.
- 50<sup>th</sup> Anniversary commemorative book – work will continue on making revisions from the History office and from managers.

- **Event Coordination**

- Ongoing planning and logistical support for upcoming events to include Combined Federal Campaign activities, the von Braun Symposium & Dinner, Health & Safety Day, A&M Senior Day, Breast Cancer Awareness, and MSFC Holiday Lighting and Reception

- **Logistics Support and Guest Operations**

- Provide ongoing support of executive events, speaking engagements, and outreach activities.
- Continue to produce and maintain executive engagement planner, coordinating with executive staff of center director and deputy director and OSAC management.
- Continue to maintain “Year at a Glance” resource guide of recurring community and industry outreach activities for DA01, DD01, DE01 Executive Support Assistants.

- **Community Relations**

- Continue to maintain community contact with civic and professional organizations.
- Continue active involvement in Huntsville Leadership Alumni Association

# CS30 Support Direct Customer Support

- **Constellation Direct Support**

- Continued to support the Constellation Technology Advancement activity initiated by D. Thomas.
  - Met with S. Tesney and S. Counts to discuss this activity.
  - Provided Tesney and Counts list of 52 submitted technologies considered for activity.
- Attended the Center Director's Breakfast.
- Attended Robin Henderson's "Connecting with Women" session held for the Ares Projects Office.
- Presented Ares activities to the OSAC Communications Managers.
- Participated in a meeting with B. Armstrong to present the Ares Communications and Outreach model to K. Robinson in the SLS Program.
- Arranged for T. Vanhooser to present at the September 1<sup>st</sup> Communicators' Exchange. Provided information to S. Coe to use for introducing Vanhooser.
- Reviewed NPD 1387.2G, *Use, Control, and Loan of Lunar Samples for Public and Educational Purposes*, NPD 1400.2E, *Publishing NASA Documents in the Federal Register and Responding to Regulatory Actions*, and NPD 4300.4E, *Reuse of NASA Program Materials for Official Awards and for Information Dissemination* in order to close three CAITS actions on behalf of the Ares Projects.

- **Space Launch System (SLS) Program Direct Support**

- Worked with T. Self to review and compile comments for the Program's review of the Exploration Systems Development Control Board (ESD CB).
- Continued work with T. Self to write Manager Position Descriptions.
- Presented SLS activities to the OSAC Communications Managers.
- Participated in T. May and J. Singer review of SLS animation. Animation was done by R. Williams and T. McElyea of Media Fusion.
- Participated in review of SLS RTQs ahead of official Program announcement.

- **Space Launch System (SLS) Program Direct Support (cont.)**

- SLS Video
  - Given lead on SLS video production.
  - Arranged with N. Case for 6 Marshall FIRST Team employees to have “roles” in video.
  - Video was shot September 15 & 16 at Media Fusion.
- Met with the new SLS Education and Public Outreach (EPO) Specialist to discuss and give guidance on EPO.
- Arranged a date for the Multi-Purpose Crew Vehicle Communications/EPO team to visit Marshall to meet with the SLS Communications/EPO team.
- Given lead for planning/implementing an SLS All-hands and SLS Road Shows around Marshall.
- SLS Industry Day
  - Provided list of SLS and HQ attendees to David Brock
  - Met with S. Cobb and D. Woodard to discuss overflow set-up costs and request from HQ for NASA TV and/or Web streaming
  - Arranged with Linda Southworth to set-up SLS window shades in Morris for Industry Day pre-brief to Marshall employees
  - Worked with Tim Self to arrange for an Industry Day dry-run
  - Provided contact information and text to Ann Yelle for Industry Day bookmark giveaway (worked with K. Robinson and E. Pendley to get approval for POC)
- Participated in an OSAC off-site to discuss strategies for implementing Marshall’s four communications goals.



- **Space Launch System (SLS) Program Direct Support (cont.)**

- Delivered multiple products for high-profile events
  - NASA's SLS Roll-out Event (Sept. 14); received notes of appreciation from Program Manager Todd May
  - SLS Industry Day in conjunction with the Marshall Small Business Alliance meeting (Sep. 29)
  - SLS Panel at AIAA Space 2011 (Sept. 29)
- Delivered multiple products for employee communications
  - SLS 101 briefing for
    - Chief Engineers (Sept. 23)
    - Upcoming SLS team all-hands meeting (Week of Oct. 10)
    - Upcoming SLS road show for Marshall organizations
- Delivered SLS internal documentation and intranet communication system
  - Key Decision Point A memo for Agency approval
  - Formulation Agreement Document
  - Congressional Report input
  - Technical documents for SLS System Requirements Review checkpoint
- Expanded OSAC SLS communications support
  - Strategic Technical Writer (full time)
  - Strategic Research Analyst (part time)
  - Public Outreach and Education Specialist (one-quarter time)
  - Media Consultant (contracted for executive training on an as-needed basis)
  - FY12 SLS Strategic Communications Implementation and Integration Plan in progress

# CS30 Support Direct Customer Support

- **Constellation Direct Support**

- This support has ended due to the cancellation of the Constellation Program

- **S&MS Direct Support**

- Wrote seven stories for Science@NASA <http://science.nasa.gov/science-news/science-at-nasa/>.
- The Science@NASA stories are often used as the scripts for NASA science casts (<http://science.nasa.gov/science-news/sciencecasts/>), which are featured on You Tube and VIMEO.
- Prepared (gathered information, wrote many sections, edited/rewrote other sections, organized, formatted) SERVIR FY2011-2013 work plan for submittal to USAID.
- Supported the Earth Venture 2/Earth Venture Instrument Proposal Development:
  - Drafted initial proposal development schedule
  - Created template for blue team review proposal draft
  - Wrote content for management and development approach sections
  - Coordinated graphics work with MSFC graphics support
  - Managed transition of documents toward forthcoming Earth Venture Instrument proposal call

- **Planetary Science Division (PSD) Direct Support**

- Composed three executive journal entries for SMD/Planetary Science Division director, James Green ([www.solarsystem.nasa.gov](http://www.solarsystem.nasa.gov))
- Continued development, at the request of Jim Adams, of a milestone publication timeline for writing, editing, review, and publication for a Planetary Science book. An outline and timeline were provided for the project.

The screenshot shows the NASA Science@NASA website interface. At the top, the NASA logo and 'NATIONAL AERONAUTICS AND SPACE ADMINISTRATION' are visible. Navigation links include 'About NASA Science', 'Connect', 'Contact Us', 'Visit NASA.gov', 'Glossary', and 'Site Map'. A search bar labeled 'NASA Science Live Search' is present. The main navigation bar includes 'Home', 'Big Questions', 'Earth', 'Heliophysics', 'Planets', 'Astrophysics', 'Missions', 'Technology', and 'Science News' (which is highlighted). Below this is a secondary bar with 'NAC Science Committee', 'NASA Science for ...', 'NASA Celebrates ...', and 'About Us'.

The article title is 'DWARF PLANET MYSTERIES BECKON TO NEW HORIZONS'. It is dated 'Sept. 2, 2011'. The text describes the New Horizons spacecraft's journey to Pluto, noting it is the fastest spacecraft ever launched and has been in flight longer than some missions last. It mentions the spacecraft is heading for the lonely world of Pluto on the outer edge of the solar system. A quote from Alan Stern, principal investigator, states that although astronomers now call Pluto a dwarf planet, it's actually a large place, about 5,000 miles around at the equator, and it's never been explored.

An image shows the New Horizons spacecraft in space, with a large yellow dish antenna and a blue planet (Pluto) in the background. Below the image, a caption reads: 'Click to view a ScienceCast video about New Horizons' journey to Pluto. [Youtube]'. The article continues with the text: 'Indeed, no spacecraft has ever visited Pluto or any dwarf planet!.' and 'This is a whole new class of worlds,' says Stern. 'To understand the solar system, we need to understand worlds like Pluto.'

On the left side of the page, there is a 'Science News' sidebar with a list of years from 2011 down to 1996, and links for 'Science@NASA Headline News', 'Science@NASA', 'ScienceCasts', 'News & Features', 'Press Releases', and 'RSS Feeds'.

# CS30 Support Direct Customer Support

- **NNM08AA13T – Lunar Quest (formerly LPRP)**

- Presented an overview of Lunar Quest and demonstrated hands-on activities to 134 teachers attending Space Academy for Teachers at the U.S. Space and Rocket Center.
- Conducted a teacher workshop for 14 teachers on July 7<sup>th</sup> at the U.S. Space and Rocket Center. The title of the workshop was “The New Moon.” Teachers participated in a lunar sample certification workshop and learned about how our understanding of Earth’s moon is changing.
- Developed a new exhibit for the Lunar Quest Program Office titled “Moon Quest.” The exhibit will be used in education and outreach activities at a variety of venues.
- Staffed the GRAIL Launch Exhibit at the Kennedy Visitor Center on September 6-10, 2011. The Moon Quest, Lunar Globe, and the Robotic Lander Model were all part of the exhibit. Approximately 2,000 plus visitors attended the exhibition.
- Continued content updates on Lunar Quest and supported social media interaction on Facebook ([www.facebook.com/lunarquest](http://www.facebook.com/lunarquest)) and Twitter ([www.twitter.com/lunarquest](http://www.twitter.com/lunarquest)). \

- **NNM09AA94T – Robotic Lunar Lander Development Program (RLLDP, formerly ILN)**

- Met with PAO, project engineers, and Army personnel to develop plans for testing and requirements for bringing VIP’s and other visitors on post to view lander tests.
- Developed a poster and flyers representing the project and all of the participating teams; poster was displayed and flyers were given to team members during the RLLDT celebration on July 20, 2011.

**Note: CS30 IDIQ Support for NNM09AA94T – Robotic Lunar Lander Development Program task order has been closed.**



# Ongoing Tasks

# Ongoing Tasks

## CS01

- **Program Management**

- Continue development and implementation of the Labor Only Work Order system
- Continue to develop and coordinate a pooled Technical Writer Pool with OSAC management

- **Property Management**

- Developing visual controls for workplace organization and inventory management of customer outreach materials in publications warehouse (Bldg. 4466).

- **Contract Management**

- Currently working to improve work order database as well as the labor only work order database. Suggestions are being taken to improve user friendliness as well improve the overall usefulness of the database.

- **Occupational Safety and Health**

- Awaiting installation of new vacuum form machine.

## CS10

- **Executive Communications**

- Provide ongoing support of executive events, speaking engagements, and outreach activities.
- Continue supporting communication planning and development of products for key Marshall initiatives, including budget status, three center teams, Institutional Services Evaluation impacts, and center reorganization.
- Completed support for Robin Henderson “Connecting with Women” road shows.
- Support Dale Thomas “NIRPS” road shows.
- Support Robert Lightfoot regular visits to employee work areas.

## CS10

- **Communication Strategy, Planning, and Message Management**
  - Develop communications plan for rollout of Center goals
  - Support development of 2011 MISCP planning initiatives to include key messages and tactical activities to support strategies.
- **Data Collection (Comm Corner/Comm Corner Sharepoint)**
  - Continued maintenance on Comm Corner. Finish moving the site to Drupal CMS and testing it there.
- **Center Development**
  - Center Strategic Development News is a bi-weekly newsletter. It will continue to be produced and distributed at the direction of D. Boccippio.

## CS20

- **Media**
  - Continue development of the recently launched mission Web page for Space Launch Systems.
  - Continue development of the Centennial Challenge News page.
  - Develop a significant new “humanitarian” section for Space Station Research website.
  - Conduct a “Back to School” live Web chat series and several “Up All Night” Web chats to cover asteroid YU55’s close passage to Earth, the Geminid meteor shower and possibly a total lunar eclipse in December.
  - Continue to develop content for Marshall’s social media outlets including Facebook, Twitter, YouTube and Flickr.

# Ongoing Tasks

## CS20 (Cont'd)

- **Exhibits**

- Complete exhibit build and delivery requirements for Space Communications and Navigation (SCaN) customer.
- Start Phase II of Centennial Challenges traveling exhibit

- **ESMD Outreach**

- Plan and execute Exploration Experience traveling exhibit outreach in Nevada and New Mexico.
- Plan and execute support at the Association of Science and Technology Centers annual meeting in Baltimore, Md.

- **HQ OCP Outreach**

- Staff and provide reports on One NASA outreach support at the 2011 International Astronautical Congress in Cape Town, South Africa.

- **HQ Aeronautics Outreach**

- Support International Council of Air Shows in Las Vegas, Nevada.

## CS30

- **Center Collateral Development**

- Completed the Economic Impact content for the public Web site.
- Completed updates to standard products to include SLS content: Center Overview, Marshall Information Sheet
- Coordinated an SLS Information sheet in cooperation with Holly and the SLS team as well as a bookmark about SLS procurement for use at the SLS Industry Day.
- Completed several products for the Shuttle Celebration including flyers, bookmarks, video graphics, and various electronic promotional graphics.



# Ongoing Tasks

## CS30

- **Center Collateral Development**

- Began project of developing a brochure for use by the CSD group

- **Event Coordination**

- Provided planning and logistical support for 38 events and 11 External Relations visits to include community leaders and NASA officials. Major accomplishments included the end of Shuttle Program Celebration, multiple STS-135 Launch Activities, Center Director's Breakfast, and the MSFC Annual Awards Program.

- **Executive Communications**

- Will conduct training sessions on how to incorporate video into the Center Overview, and providing a video library on Comm Corner. This new tool and broadening the skills base will enhance our capabilities for video/PPT creation.
- Provided Bi-weekly calendar reports to OSAC Manager and Deputy Manager.

# Outstanding Issues

- **Center Collateral Development**

- Completion of the 50<sup>TH</sup> Anniversary book is heavily dependent on other workloads impacting its schedule and on management review/approval times.

# Technical Evaluation



- **Contract Management**

- Continued to take advantage of various sales and early discount deadlines when procuring goods and services.
- Worked with the alternate COTR to provide better support in the work order system and financial reporting areas.

- **Data Collection (Comm Corner/Comm Corner Sharepoint etc)**

- Using Drupal instead of our current content system will open up the ability for users to customize content that they wish to get, and allow other OSAC interests an opportunity to participate in ways not previously conceived.
- Access to the newest versions of SharePoint would greatly increase productivity and decrease time used for SharePoint support

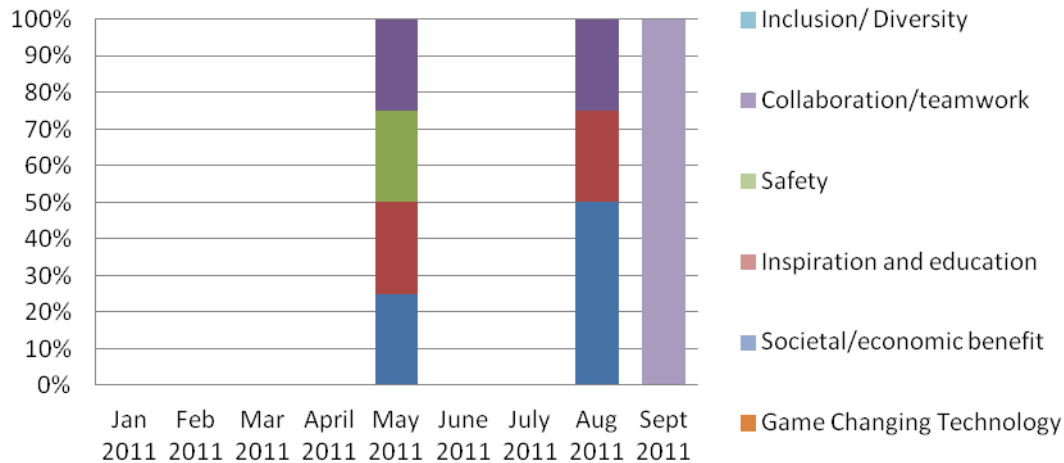
# Performance Metrics

- **Occupational Safety and Health**

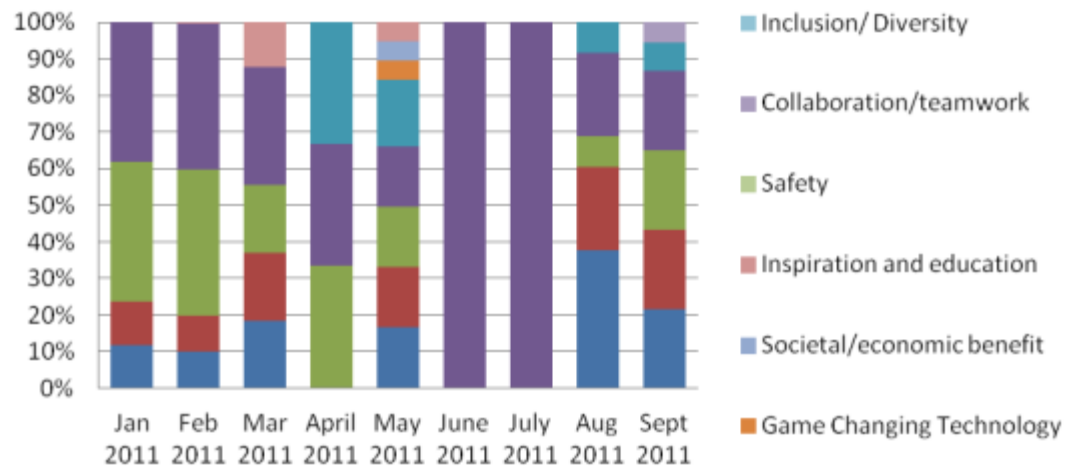
- No lost time injuries.
- No recordable injuries
- Completed 100 percent of all required safety visits.
- Completed 100 percent of required safety briefings.

# Stakeholders Who Had an Opportunities to Hear the Center's Messages

## Elected Officials



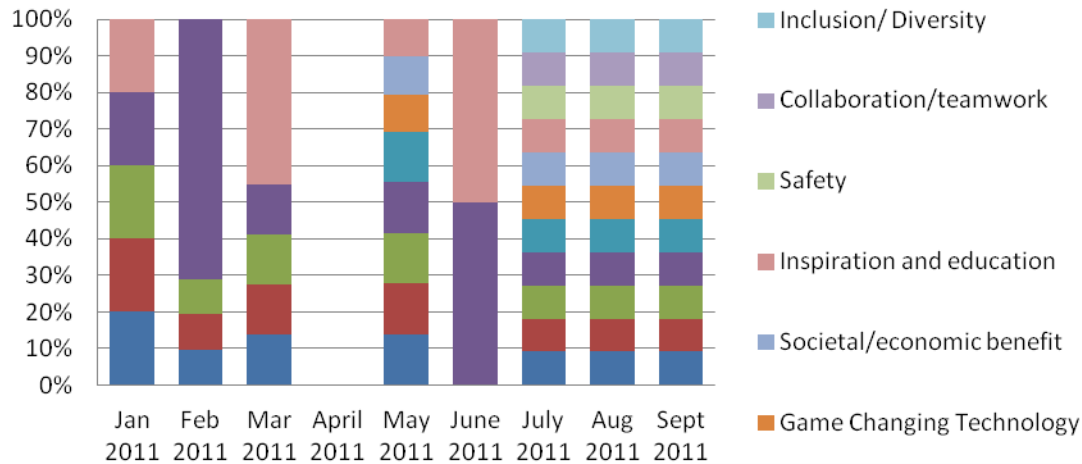
## Business Leaders



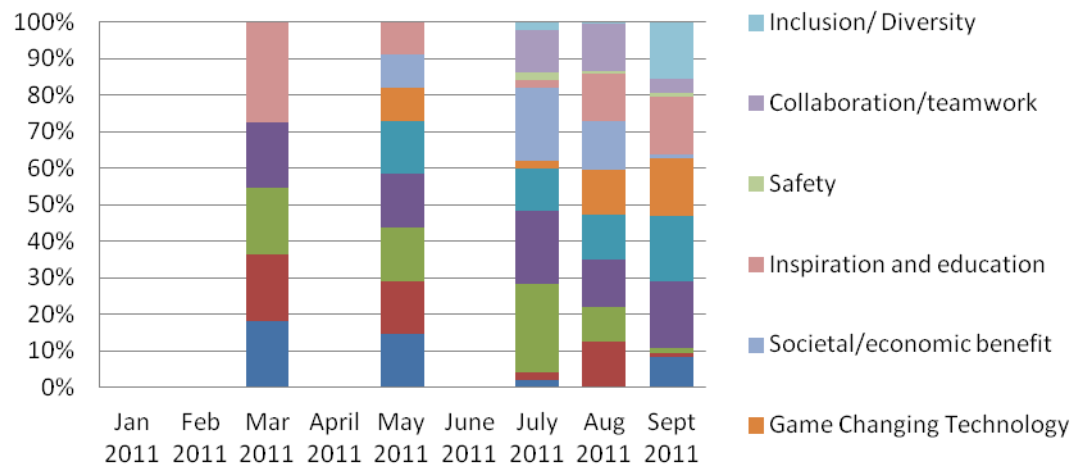


# Stakeholders Who Had an Opportunities to Hear the Center's Messages

## General Public

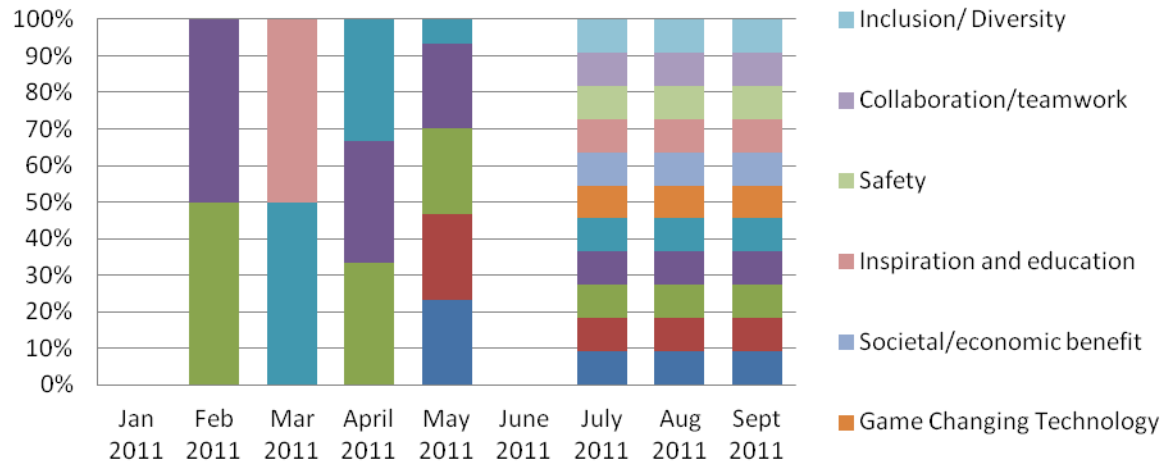


## News Media

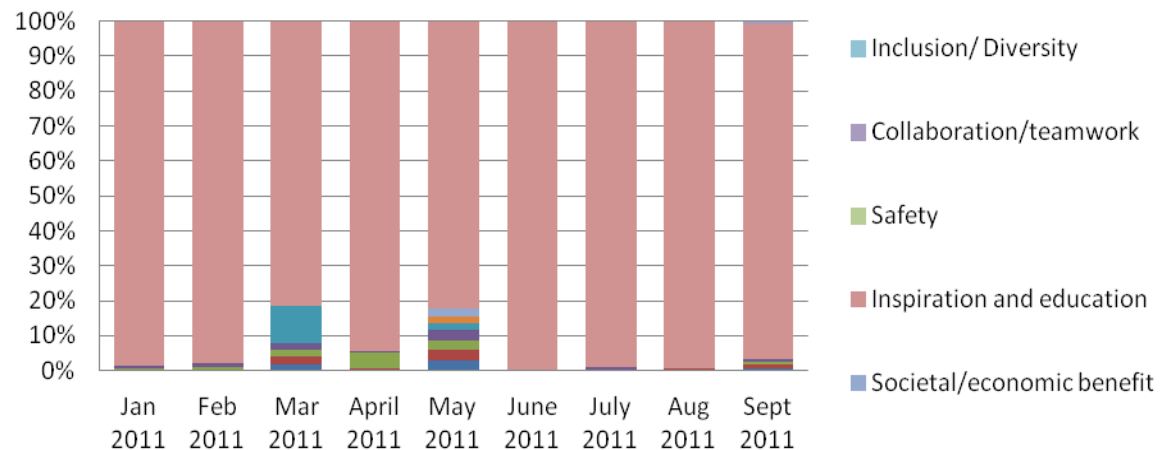


# Stakeholders Who Had an Opportunities to Hear the Center's Messages

## NASA HQ



## Academia



## Quarterly Financial Information

- Quarterly financial information for Data Requirements Description (DRD) 1130MA-003, Quarterly Technical Progress Report is located in backup data provided with Data Requirements Description (DRD) 1140MA-002, Financial Management Report (533Q) dated October 15, 2011.